

R.J. REYNOLDS

Tobacco Company

August 28, 1998

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Key Account Manager

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To: All RR's and RM's with Kinney Drug (CID #1874-00-00)

Subject: **APD Installation / Red Kamel Introduction**

Ladies & Gentlemen:

Kinney Drug has accepted Red Kamel Filter and Red Kamel Light. Three (3) cartons of each style will be shipped to each location during the week of September 14th. I do not yet have the item code numbers, and will forward them to you under separate cover.

Red Kamel displays **are not** authorized; however, the following details the implementation and product load plan for Kinney's upgrade to APD's:

Attachments

1. Kinney Store List for APD Installation
 2. Kinney APD Component Order
 3. Kinney APD POS Order
 4. Kinney APD Brand Load Red Kamel Left
 5. Kinney APD Brand Load Red Kamel Right
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1. The Kinney store list illustrates the 39 of 48 locations that will receive the new APD's. Two (2) in Cortland already have hanging APD's, and the 7 others are on RA contract.
 2. The APD Component Order is a list of everything that you should receive. Prior to attempting installation, please inventory for all parts.
 3. The APD POS Order is necessary because POS does not ship with component orders, only with diagram orders. This will come directly to your home.

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4. & 5. The APD Brand Load will be the same for both Left and Right configurations. However, you must determine which side the Red Kamel portion of the display should be placed, based on at which register our display is placed. Winston should be closest to consumer in most cases. Both Winston and Salem out-perform Camel in Kinney Drug. Vermont may be the exception, where we would want Camel closest to the consumer.

Winston closest = follow Red Kamel Left POG
Camel closest = follow Red Kamel Right POG

Display Installation

As previously stated, this is not a standard APD Diagram, and instructions will not be provided with shipment. Please follow the assembly instructions that follow, and please remember to tag the space for each brand facing. It is also critical that the proper advertising is used as illustrated on the Brand Load POG's. The position of advertising and Roll Pricers is designed to illustrate the difference in the cost of Red Kamel and our other brand styles when we are in a PRP discounting period. When we are not discounted, both Pricers would illustrate the same price point.

- Step 1. Locate and assemble (1) 9" pole and (2) 6" poles to achieve (1) 21" pole.
- Step 2. Attach this pole to the base in the 2nd hole in from the point of the triangle (you will need a Phillips screwdriver).
- Step 3. Proceed to add 3 trays to each side of the pole, and a Small Top Sign to each side in the top collar.
- Step 4. You should have 4 trays remaining. Remove the tray clip from the side of 3 of these trays. Depending on where you will position Red Kamel, right or left, will determine to which trays you will add these clips.

If you are building RK Left, place 1 clip on the outside of each of the 3 trays that are assembled to the left of the 21" pole.

If you are building RK Right, place 1 clip on the outside of each of the 3 trays that are assembled to the right of the 21" pole.

These 3 clips will provide the only support for the 15" pole, as it will not be affixed to the base.

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- Step 5. Locate and assemble (1) 9" pole and (1) 6" pole to achieve (1) 15" pole.
- Step 6. This is the most difficult and critical step in the assembly process. Line up the 6 trays on the 21" pole to the position that you choose (all the way forward is recommended). Tighten the collars and pole if necessary so that there should be no movement. Stand the 15" pole on the counter next to the 3 trays that you will affix it to. Using the Allen wrench provided, adjust the 3 collars on the 15" pole to the same height of the tray clips. Slide each clip on each of the 3 trays to the same exact position at the middle of the tray(s). A tape measure or some unit of measure should be used. Attach the 15" pole by inserting the 3 tray clips into the 3 collars. Tighten collars.
- Step 7. Attach Small Sign to other side of the 15" pole in bottom collar. Attach tray to second collar. Attach Small Sign to top collar.
- Step 8. Attach 21" and 15" facias to respective poles.
- Step 9. Place Advertising and Roll Pricers to display per POG.
- Step 10. Label and Load display per POG.

All displays and POS were order on August 28th. You will be copied on shipping tickets, and should expect delivery during the week of September 14th. Please make every attempt to complete installations by October 2nd.

In advance, thank you for your assistance, and as always, please contact me should you have any questions.

Sincerely,

Dave

D.W. Keeney/KAM

DWK/jb

Attachments

Kinney Store List for APD Order
1874-xx-xx

Attachment 1

RR						APD
TERR	ACCT	FULL NAME	ADDR1	CITY	ST	ORDER
	0 171518	KINNEY DRUG #6	700 W END AVE	CARTHAGE	NY	NO
	0 172614	KINNEY DRUG #5	19 MARKET ST	POTSDAM	NY	NO
162230	810712	KINNEY DRUG #51	7608 OSWEGO RD	LIVERPOOL	NY	
162230	171287	KINNEY DRUG #36	14 CLINTON ST	CORTLAND	NY	NO
162231	085216	KINNEY DRUG #7	3660 STATE ROUTE 281	CORTLAND	NY	NO
162232	666525	KINNEY DRUG #43	80 SMOKEY HOLLOW RD	BALDWINVILLE	NY	
162232	831760	KINNEY DRUG #44	239 E MAIN ST	ELBRIDGE	NY	
162234	066088	KINNEY DRUG #28	55 N MAIN ST	DOLGEVILLE	NY	
162234	685421	KINNEY DRUG #45	26 W MAIN ST	RICHFIELD SPRINGS	NY	
162234	780568	KINNEY DRUG #49	530 ALBANY ST	LITTLE FALLS	NY	
162234	619947	KINNEY DRUG #25	3 PARK PL	SAINT JOHNSVILLE	NY	
162235	172355	KINNEY DRUG #20	7395 TURIN RD	LOWVILLE	NY	
162235	961448	KINNEY DRUG #27	50 CENTRAL PLZ	ILION	NY	
162236	584029	KINNEY DRUG #37	8001 ROUTE 31	BRIDGEPORT	NY	
162236	762316	KINNEY DRUG #3	2 PRESTON HILL ST	CAMDEN	NY	
162236	701217	KINNEY DRUG #46	703 E GENESEE ST	CHITTENANGO	NY	
162238	171448	KINNEY DRUG #13	144 EASTERN BLVD	WATERTOWN	NY	
162238	171490	KINNEY DRUG #15	1330 WASHINGTON ST	WATERTOWN	NY	
162238	171538	KINNEY DRUG #4	3258 US ROUTE 11	ADAMS	NY	
162238	171740	KINNEY DRUG #24	7556 JEFFERSON ST	PULASKI	NY	
162238	325670	KINNEY DRUG #32	5501 BARTEL RD	BREWERTON	NY	
162238	735149	KINNEY DRUG #47	3318 MAIN STREET	MEXICO	NY	
162239	171498	KINNEY DRUG #8	SEAWAY PLAZA	WATERTOWN	NY	
162239	172591	KINNEY DRUG #9	SEAWAY SHOPPING PLAZA	OGDENSBURG	NY	
162239	172608	KINNEY DRUG #17	182 MARKET ST	POTSDAM	NY	
162239	172634	KINNEY DRUG #1	29 E MAIN ST	GOUVERNEUR	NY	
162239	415326	KINNEY DRUG #34	371 E MAIN ST	GOUVERNEUR	NY	
162239	491363	KINNEY DRUG #10	2 MALBY AVE	MASSENA	NY	
162239	599669	KINNEY DRUG #16	10 GYPSY LN ROUTE 310	CANTON	NY	
162239	652798	KINNEY DRUG #41	210 N MAIN ST	MASSENA	NY	NO
162239	652801	KINNEY DRUG #42	88 W CHURCH ST	ALEXANDRIA BAY	NY	
162239	727956	KINNEY DRUG #30	905 COFFEEN ST	WATERTOWN	NY	
162239	773645	KINNEY DRUG #48	822 JAMES ST	CLAYTON	NY	
162323	076170	KINNEY DRUG #12	ROUTE 3 BOX 20	MALONE	NY	NO
162323	177996	KINNEY DRUG #14	150 E MAIN ST	MALONE	NY	
162323	555968	KINNEY DRUG #2	188 BROADWAY	SARANAC LAKE	NY	
162323	630505	KINNEY DRUG #39	TUPPER LAKE SHOPPING CTR	TUPPER LAKE	NY	
162323	113592	KINNEY DRUG #18	US RT 7	ST ALBANS	VT	NO
162323	177810	KINNEY DRUG #19	BIG N PLAZA	PLATTSBURGH	NY	NO
162323	652797	KINNEY DRUG #40	52 BOYNTON AVE	PLATTSBURGH	NY	
162323	780582	KINNEY DRUG #50	701 ROUTE 3	PLATTSBURGH	NY	NO
162323	830262	KINNEY DRUG #52	CHAMPLAIN SQ SHOPPING CTR	CHAMPLAIN	NY	
163828	114139	KINNEY DRUG #11	209 BARRE MONTPELIER RD	BARRE	VT	
163828	760655	KINNEY DRUG #23	MORRISVILLE SHOPPING CTR	MORRISVILLE	VT	
163829	623924	KINNEY DRUG #26	ROUTES 2A & 7	COLCHESTER	VT	
163829	114007	KINNEY DRUG #21	70 PEARL ST	ESSEX JUNCTION	VT	
163829	599665	KINNEY DRUG #38	VILLAGE COURT PLZ	MIDDLEBURY	VT	
163829	760411	KINNEY DRUG #22	RR 2 BOX 2062	VERGENNES	VT	

KINNEY APD COMPONENT ORDER

<u>QUANTITY</u>	<u>ITEM #</u>	<u>DESCRIPTION</u>
1	539372	APD BASE
2	539363	APD 9" POLES
3	539360	APD 6" POLES
4	534071	APD SMALL TOP SIGN
10	539375	APD TRAYS
2	533552	APD ROLL PRICERS
1	539345	APD 21" FACIA
1	539351	APD 15" FACIA

KINNEY APD POS ORDER

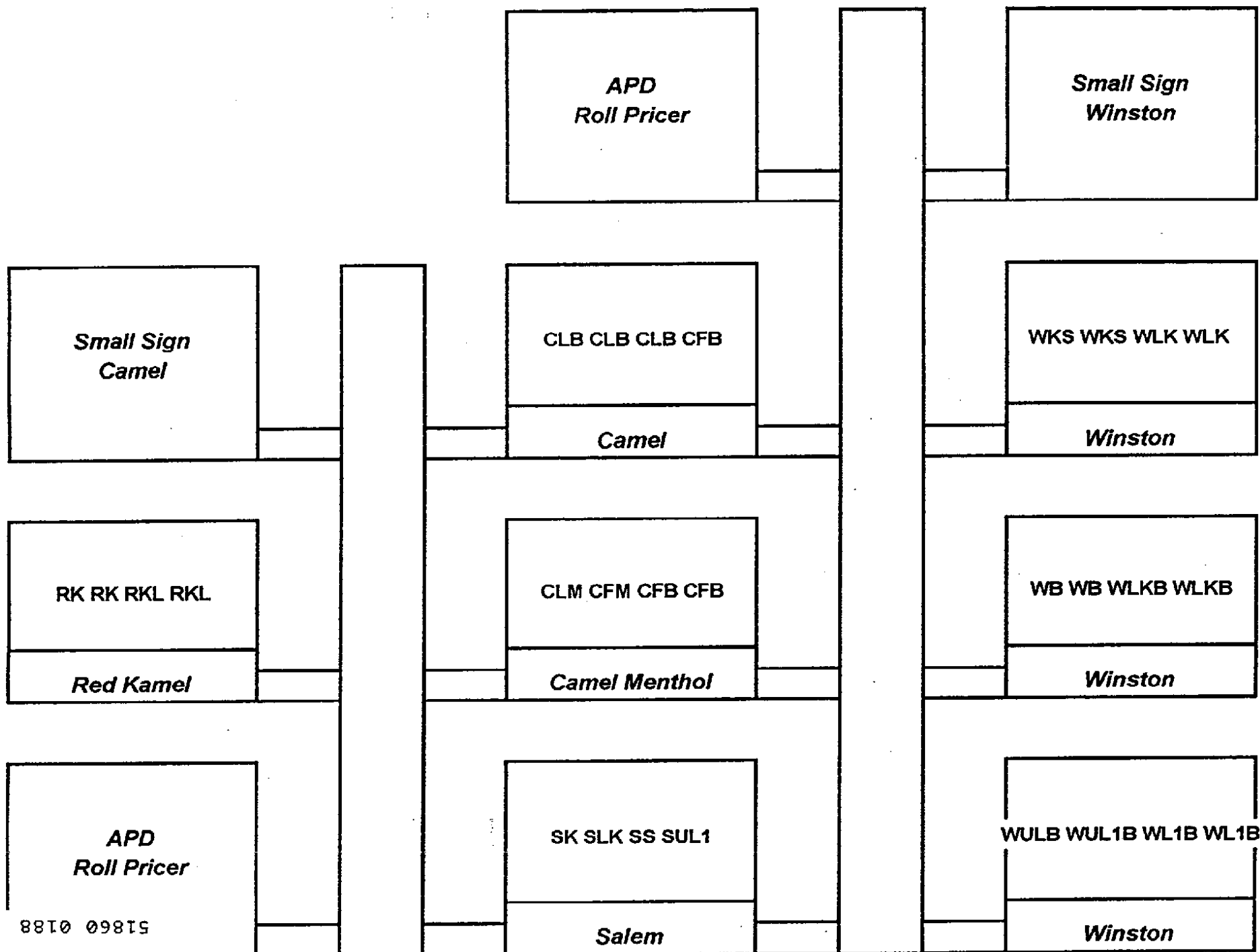
<u>QUANTITY</u>	<u>ITEM #</u>	<u>DESCRIPTION</u>
1	527081	SALEM APD TRAY STRIP
1	525692	RED KAMEL APD TRAY STRIP
1	544280	WINSTON APD SMALL CARD
3	544292	WINSTON APD TRAY STRIPS
1	546245	CAMEL APD SMALL CARD
1	546251	CAMEL APD TRAY STRIP
1	547040	CAMEL MENTHOL APD TRAY STRIP

SHIP TO RR'S

<u>ASSIGNMENT</u>	<u>EMPLOYEE #</u>	<u>NAME</u>
162230	80243	PARZYCH
162231	79457	PLOURDE
162232	845169	BRETTSCHNEIDER
162234	816602	TAMBURRO
162235	76407	COMESKEY
162236	80317	JACOBS
162238	845103	ANDERSON
162239	79741	BEAL
162323	79471	BODETTE
163828	79743	BROGAN
163829	80556	ROBINSON

Kinney APD Display
Red Kamel Left

Attachment 4



**Kinney APD Display
Red Kamel Right**

Attachment 5

